

WHAT IS CLAIMED IS:

1. A laundry additive composition for dispensing in a laundry wash and/or rinse bath, the composition comprising a fabric care active or mixture of actives that is between about 1% and about 99% by weight of the composition, the composition having less than about 5%, preferably less than about 3% and more preferably less than about 1% detergent surfactant, and less than about 5%, preferably less than about 3% and more preferably less than about 1% fabric softener active.
2. The composition of claim 1, wherein the active or mixture of actives is between about 3% and about 60%.
3. The composition of claim 1, wherein the active or mixture of actives is between about 5% and about 50%.
4. The composition of claim 1, wherein the active or mixture of actives is between about 10% and about 40%.
5. The composition of claim 1, wherein the active is selected from the group consisting of perfumes, bodying agents, drape and form control agents, smoothness agents, static control agents, wrinkle control agents, sanitization agents, disinfecting agents, germ control agents, mold control agents, mildew control agents, antiviral agents, anti-microbials, drying agents, stain resistance agents, soil release agents, malodor control agents, fabric refreshing agents, chlorine bleach odor control agents, dye fixatives, dye transfer inhibitors, color maintenance agents, color restoration/rejuvenation agents, anti-fading agents, whiteness enhancers, anti-abrasion agents, wear resistance agents, fabric integrity agents, anti-wear agents, defoamers and anti-foaming agents, rinse aids, UV protection agents, sun fade inhibitors, insect repellents, anti-allergenic agents, enzymes, flame retardants, water proofing agents, fabric comfort agents, water conditioning agents, shrinkage resistance agents, stretch resistance agents, and mixtures thereof.
6. The composition of claim 1, wherein the active is an organic compound having a ClogP of at least about 2.7, or a mixture of organic compounds at least about 25%, more preferably about 50% and even more preferably about 75% of which have a ClogP of at least about 2.7.
7. The composition of claim 5, wherein the active is a perfume or mixture of perfume ingredients selected from the group consisting of aromatic and aliphatic esters having molecular weights from about 130 to about 250; aliphatic and aromatic alcohols having molecular weights

from about 90 to about 240; aliphatic ketones having molecular weights from about 150 to about 260; aromatic ketones having molecular weights from about 150 to about 270; aromatic and aliphatic lactones having molecular weights from about 130 to about 290; aliphatic aldehydes having molecular weights from about 140 to about 200; aromatic aldehydes having molecular weights from about 90 to about 230; aliphatic and aromatic ethers having molecular weights from about 150 to about 270; and condensation products of aldehydes and amines having molecular weights from about 180 to about 320 and mixtures thereof.

8. The composition of claim 5, wherein the active is a perfume or mixture of perfume ingredients comprising at least about 25%, more preferably about 50%, and even more preferably about 75%, by weight of the perfume, of perfume ingredients with a ClogP equal or greater than about 2.7, preferably equal or greater than about 2.9, more preferably equal or greater than about 3.0, and a boiling point of about 240°C or higher, preferably of about 250°C or higher.

9. The composition of claim 5, wherein the active is a perfume or mixture of perfumes and the composition further comprising a perfume carrier and optionally a perfume fixative.

10. The composition of claim 8, wherein the composition comprises at least about 1%, more preferably at least about 3%, and even more preferably at least about 5% perfume or mixture of perfume materials by weight of the composition.

11. The composition of claim 1, further comprising a solvent chosen from the group consisting of water, organic solvents and mixtures thereof.

12. The composition of claim 1, further comprising an agent chosen from the group consisting of emulsifying agents, dispersing agents, disintegration agents, effervescing agents and mixtures thereof.

13. The composition of claim 5, wherein the active is a perfume or mixture of perfume ingredients selected from the group consisting of benzyl salicylate, adoxal, allyl-3-cyclohexyl propionate, oxacycloheptadec-10-en-2-one, ambretone, ambroxan, amyl cinnamic aldehyde, amyl cinnamic aldehyde dimethyl acetal, 2,5,5-trimethyl-octahydro-2-naphthol, 7-acetyl-1,2,3,4,5,6,7,8-octahydro-1,1,6,7-tetra methyl-naphthalene, 2-ethyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-2-buten-1-ol, hydroxycitronellal-methyl anthranilate, benzyl benzoate, 4-penten-2-ol, 3,3-dimethyl-5-(2,2,3-trimethyl-3-cyclopenten-1-yl), 4-N-heptyl-4-hydroxybutanoic acid lactone, beta naphthol methyl ether, 3-(4-tert butylphenyl)-propanal, cis-/trans-cyclohexadec-8-en-1-one, caryophyllene extra,

methyl cedrenyl ketone, neobutenone 4-penten-1-one, 1-(5,5-dimethyl-1-cyclohexen-1-yl), cedramber, cedrynyl acetate, octahydro-3,6,8,8-tetramethyl-1H-3A,7-methanoazulen-6-ol, ethylene dodecane dioate, beta, gamma-hexenyl salicylate, citrathal, citronellyl propionate, 1,3,4,6,7,8-hexahydro-4,6,6,7,8,8-hexamethylcyclopenta-gamma-2-benzopyrane, cyclohexyl salicylate, 2-methyl-3-(para iso propyl phenyl)propionaldehyde, 1-(2,6,6-trimethylcyclohexen-1-yl)-2-buten-1-one, 1-(2,6,6-trimethyl-1,3-cyclohexadien-1-yl)-2-buten-1-one, 1-(2,6,6-trimethyl-3-cyclo-hexen-1-yl)-2-buten-1-one, dihydro iso jasmonate, diphenyl methane, 4-(tricyclo(5.2.1.0 2,6)decylidene-8)-butanal, diphenyl oxide, 4-N-octyl-4-hydroxy-butanoic acid lactone, delta-dodecalactone, ethyl cinnamate, ebanol, ethylene tridecan-1,13-dioate, 3-(3-isopropylphenyl) butanol, oxacyclohexadec-12+13-en-2-one, alpha-n-hexyl cinnamic aldehyde, 2-cyclododecylpropanol, 4-(2,6,6-trimethyl-1-cyclohexenyl-1-yl)-3-buten-2-one, 4-(2,6,6-trimethyl-1-cyclohexen-1-yl)-3-butene-2-one, 4-(2,6,6-trimethyl-2-cyclohexyl-1-yl)-3-methyl-3-buten-2-one, ionone methyl, iralia, iso butyl quinoline, lauric aldehyde, 2-methyl-3(para tertbutylphenyl) propionaldehyde, musk ketone, 4-acetyl-6-tert butyl-1,1-dimethyl indane, 7-acetyl-1,1,3,4,4,6-hexamethyl tetralin, 1-naphthalenol, 1,2,3,4,4a,5,8,8a,octahydro-2,2,6,8-tetramethyl, tridecen-2-nitrile, 5-acetyl-1,1,2,3,3,6-hexamethylindan, cyclohexyl phenyl ethyl ether, phenyl ethyl benzoate, 2-phenylethyl phenyl acetate, vetiveryl acetate, sandalwood, amyl benzoate, amyl cinnamate, cadinene, cedryl acetate, cedryl formate, cinnamyl cinnamate, cyclamen aldehyde, 15-hydroxypentadecanoic acid, lactone, geranyl anthranilate, hexadecanolide, hexenyl salicylate, linayl benzoate, 2-methoxy naphthalene, methyl cinnamate, methyl dihydrojasmonate, beta-methyl naphthyl ketone, musk tibetine, myristicin, delta-nonolactone, oxahexadecanolide-10, oxahexadecanolide-11, patchouli alcohol, phenyl heptanol, 3-methyl-5-phenylpentanol, alpha-santalol, 15-hydroxypentadecanoic acid, lactone, delta-undecalactone, gamma-undecalactone, yara-yara, methyl-N-methyl anthranilate, benzyl butyrate, benzyl iso valerate, citronellyl isobutyrate, delta nonalactone, dimethyl benzyl carbiny acetate, dodecanal, 3,7-dimethyl-2,6-octadien-1-yl acetate, geranyl isobutyrate, gamma-ionone, para-isopropyl phenylacetaldehyde, 7-acetyl-1,1,3,4,4,6-hexamethyl tetralin, iso-amyl salicylate, ethyl undecylenate, benzophenone, beta-caryophyllene, dodecalactone, para-tertiary-butyl-alpha-methyl hydrocinnamic aldehyde, and mixtures thereof.

14. The composition of claim 5, wherein the active is a perfume or mixture of perfume ingredients selected from the group consisting of 1,5,5,9-tetramethyl-1,3-oxatricyclotridecane, anethole, 2-ethyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-2-buten-1-ol, benzyl acetone, benzyl salicylate, butyl anthranilate, calone, dodecahydro-3A,6,6,9A-tetramethylnaphtho[2,1B]-furan, cinnamic alcohol, coumarin, cyclogalbanate, 3-cyclohexene-1-carboxaldehyde, 3,5-dimethyl-, 2-methyl-3-(para iso propyl)phenyl propionaldehyde, 1-(2,6,6-trimethyl-1,3-cyclohexadien-1-yl)-2-buten-1-one, alpha-damascone, 4-decenal, dihydro isojasmonate, 4-N-octyl-4-hydroxy-butanoic

acid lactone, ebanol, ethyl anthranilate, ethyl-2-methyl butyrate, ethyl methylphenyl glycidate, ethyl vanillin, 4-allyl-2-methoxy phenol, dihydro-nor-cyclopentadienyl acetate, 3-(3-isopropylphenyl) butanol, ethyl-2-methyl-1,3-dioxolane-2-acetate, dihydro-nor-cyclopentadienyl propionate, heliotropin, herbavert, beta, gamma-hexenyl salicylate, indole, 4-(2,6,6-trimethyl-1-cyclohexenyl-1-yl)-3-buten-2-one, 4-(2,6,6-trimethyl-1-cyclohexen-1-yl)-3-butene-2-one, 2-methoxy-4-(1-propenyl)phenol, alpha-isomethylionone, keone, para-tertiary butyl alpha-methyl hydrocinnamic aldehyde, 3-hydroxy-3,7-dimethyl-1,6-octadiene, 4-(4-hydroxy-4-methyl-pentyl)3-cylcohexene-1-carboxaldehyde, methyl-2-aminobenzoate, methyl dihydrojasmonate, methyl heptine carbonate, methyl isobutenyl tetrahydropyran, methyl beta naphthyl ketone, methyl nonyl ketone, beta naphthol methyl ether, 2-cis-3,7-dimethyl-2,6-octadien-1-ol, para-anisic aldehyde, para hydroxy phenyl butanone, 1-oxo-2-phenylethane, gamma-undecalactone, undecylenic aldehyde, 4-hydroxy-3-methoxybenzaldehyde, and mixtures thereof.

15. An article of manufacture for use in customizing a laundry solution to deliver a selected fabric care benefit, the article comprising a unitized dose of a fabric care composition for dispensing in a laundry wash and/or rinse bath, the composition comprising a fabric care active or mixture of actives that is between about 1% and about 99% by weight of the composition, the composition having less than about 5%, preferably less than about 3% and more preferably less than about 1% detergent surfactant, and less than about 5%, preferably less than about 3% and more preferably less than about 1% fabric softener active, the dose having a weight between about 0.05g and about 60g.

16. The article of claim 15, wherein the fabric care active is selected from the group consisting of perfumes, bodying agents, drape and form control agents, smoothness agents, static control agents, wrinkle control agents, sanitization agents, disinfecting agents, germ control agents, mold control agents, mildew control agents, antiviral agents, anti-microbials, drying agents, stain resistance agents, soil release agents, malodor control agents, fabric refreshing agents, chlorine bleach odor control agents, dye fixatives, dye transfer inhibitors, color maintenance agents, color restoration/rejuvenation agents, anti-fading agents, whiteness enhancers, anti-abrasion agents, wear resistance agents, fabric integrity agents, anti-wear agents, defoamers and anti-foaming agents, rinse aids, UV protection agents, sun fade inhibitors, insect repellents, anti-allergenic agents, enzymes, flame retardants, water proofing agents, fabric comfort agents, water conditioning agents, shrinkage resistance agents, stretch resistance agents, and mixtures thereof.

17. The article of claim 15, wherein the composition is in a form selected from the group consisting of a solid, waxy solid, paste, liquid, slurry, dispersion, gel, solid, flexible foams, spray and aerosol.

18. The article of claim 17, wherein the composition is in the form of a capsule, tablet, pouch, sphere or envelope.

19. The article of claim 15, further comprising a water soluble film encasing said fabric care composition.

20. The article of claim 19, wherein the water soluble film comprising a material selected from the group consisting of hard gelatin, soft gelatin, polyvinyl alcohol, hydroxypropyl methylcellulose, polyvinyl pyrrolidone, sugar, sugar derivatives, starch, starch derivatives, zeolites, effervescent materials, and mixtures thereof.

21. The article of claim 15, further comprising a carrier for the fabric care composition that is at least partially soluble in a wash and/or rinse bath solution.

22. The article of claim 15, further comprising an insoluble substrate to which the fabric care composition is releasably attached.

23. The article of claim 21, wherein the carrier is formed from a carrier material chosen from the group consisting of hard gelatin, soft gelatin, polyvinyl alcohol, hydroxypropyl methylcellulose, polyvinyl pyrrolidone, sugar, sugar derivatives, starch, starch derivatives, zeolites, effervescing materials, organo-silicone compounds and mixtures thereof.

24. The article of claim 21, wherein the carrier material is a polymer having a melting point greater than about 100°F.

25. The article of claim 21, wherein the carrier material has a molecular weight greater than about 1000.

26. The article of claim 21, wherein the carrier material is polyethylene glycol.

27. The article of claim 15, further comprising an emulsifier.

28. The article of claim 27, wherein the emulsifier is an ethoxylated alcohol.
29. The article of claim 15, wherein the composition is a solid having a form selected from the group consisting of powders, pellets, granules, tablets, dimple tablets, bars, spheres and sticks.
30. The article of claim 29, further comprising a moisture barrier.
31. The article of claim 15, further comprising a visual and/or tactile indicator for differentiating between additive compositions.
32. The article of claim 29, wherein the dose has a dissolution rate of between about 0.5 and about 30 minutes in a wash or rinse bath at about 30C.
33. The article of claim 32, wherein the composition is a solid having a dissolution rate of between about 0.5 and about 30 minutes in a wash or rinse bath at about 10C.
34. The article of claim 15, further comprising a package for containing the dose.
35. The article of claim 34, wherein the package contains a plurality of doses, at least two of the doses having different actives or mixtures of actives.
36. The article of claim 34, wherein the package has child resistant closure means.
37. The article of claim 15, further comprising a set of associated instructions for assisting a consumer in selecting an additive composition or combination of additives for delivering a fabric care benefit desired by the consumer.
38. The article of claim 37, wherein the instructions assist the consumer's selection based upon the fabric care needs of the item(s) to be laundered.
39. The article of claim 37, wherein the instructions assist the consumer's selection based upon the individual preferences of the consumer.
40. The article of claim 37, wherein the associated instructions are printed or pre-recorded audio and/or visual instructions.

41. The article of claim 40, wherein the associated instructions are pre-recorded on a computer readable medium.

42. The article of claim 15, wherein the composition is packaged in association with an article of clothing or fabric.

43. An article of manufacture comprising a kit for customizing a laundry solution to deliver a desired fabric care benefit, the kit comprising a plurality of unitized doses of additive compositions, each additive composition having a fabric care active or mixture of actives between about 1% and about 99% by weight of the composition and less than about 5%, preferably less than about 3% and more preferably less than about 1% detergent surfactant, and less than about 5%, preferably less than about 3% and more preferably less than about 1% fabric softener active.

44. The article of claim 43, further comprising an article of clothing or fabric.

45. The kit of claim 43, wherein the active comprises an organic compound having a ClogP of at least about 2.7, or a mixture of organic compounds of which at least about 25%, more preferably about 50%, and even more preferably about 75% of which, have a ClogP of at least about 2.7.

46. The kit of claim 43, wherein each of said doses has a weight between about 0.05g and about 60g.

47. The kit of claim 43, wherein the active is selected from the group consisting of perfumes, bodying agents, drape and form control agents, smoothness agents, static control agents, wrinkle control agents, sanitization agents, disinfecting agents, germ control agents, mold control agents, mildew control agents, antiviral agents, anti-microbials, drying agents, stain resistance agents, soil release agents, malodor control agents, fabric refreshing agents, chlorine bleach odor control agents, dye fixatives, dye transfer inhibitors, color maintenance agents, color restoration/rejuvenation agents, anti-fading agents, whiteness enhancers, anti-abrasion agents, wear resistance agents, fabric integrity agents, anti-wear agents, defoamers and anti-foaming agents, rinse aids, UV protection agents, sun fade inhibitors, insect repellents, anti-allergenic agents, enzymes, flame retardants, water proofing agents, fabric comfort agents, water conditioning agents, shrinkage resistance agents, stretch resistance agents, and mixtures thereof.

48. The kit of claim 43, wherein the unitized doses have a visual and/or tactile indicator for differentiating between additive compositions.

49. The kit of claim 43, wherein the visual indicators differentiate between additives that are to be added during a wash cycle and those that are to be added during a rinse cycle.

50. The kit of claim 43, further comprising a scented or unscented detergent.

51. The kit of claim 43, further comprising a scented or unscented fabric softener.

52. The kit of claim 43, wherein the doses are in a form selected from the group consisting of a solid, waxy solid, paste, slurry, liquid, dispersion, gel, solid, foam, spray and aerosol.

53. The kit of claim 43, further comprising associated instructions to assist a user of the kit in preparing a laundry solution to deliver a fabric care benefit selected by the user.

54. The kit of claim 52, wherein the instructions are printed or pre-recorded audio and/or visual instructions.

55. The kit of claim 43, further comprising dispensing means for dispensing the dose of an additive composition into a laundry solution.

56. The kit of claim 43, further comprising a package for containing the kit.

57. The kit of claim 56, wherein the package has child-resistant closure means.

58. A customized laundry solution comprising water; and a unitized dose of an additive composition having a fabric care active or mixture of actives between about 1% and about 99% by weight of the composition, said composition having a weight of between about 0.05g and about 60g before being dispensed in solution.

59. The laundry solution of claim 58, further comprising a detergent and/or fabric softener.

60. The laundry solution of claim 58, wherein the active is an organic compound having a ClogP of at least about 2.7, or a mixture of organic compounds of which at least about 25%, more

preferably about 50%, and even more preferably about 75%, of which have a ClogP of at least about 2.7.

61. The laundry solution of claim 58, wherein the fabric care active or mixture of actives is from about 2% to about 99% of the additive composition.

62. The laundry solution of claim 58, wherein the fabric care active or mixture of actives is from about 4% to about 60% of the additive composition.

63. The laundry solution of claim 58, wherein the fabric care active or mixture of actives is from about 10% to about 50% of the additive composition.

64. A solution according to claim 58, wherein the active or mixture of actives is between about 0.1 ppm and about 500 ppm of the solution.

65. A method of customizing a laundry solution for a load of laundry to deliver a selected fabric care benefit, the method comprising the steps of: selecting a desired fabric care benefit; and dispensing into a wash and/or rinse bath solution a unitized dose of an additive composition having a fabric care active or mixture of actives between about 1% and about 99% by weight of the composition that will provide the desired benefit.

66. The method of claim 65, wherein the fabric care active is an organic compound having a ClogP of at least about 2.7, or a mixture of organic compounds of which at least about 25%, more preferably about 50%, and even more preferably about 75%, of which have a ClogP of at least about 2.7.

67. The method of claim 65, further comprising the step of adding a scented or unscented detergent to the laundry solution.

68. The method of claim 65, further comprising the step of adding a scented or unscented fabric softener to the laundry solution.

69. The method of claim 65, wherein the active is selected from the group consisting of perfumes, bodying agents, drape and form control agents, smoothness agents, static control agents, wrinkle control agents, sanitization agents, disinfecting agents, germ control agents, mold control agents, mildew control agents, antiviral agents, anti-microbials, drying agents, stain

resistance agents, soil release agents, malodor control agents, fabric refreshing agents, chlorine bleach odor control agents, dye fixatives, dye transfer inhibitors, color maintenance agents, color restoration/rejuvenation agents, anti-fading agents, whiteness enhancers, anti-abrasion agents, wear resistance agents, fabric integrity agents, anti-wear agents, defoamers and anti-foaming agents, rinse aids, UV protection agents, sun fade inhibitors, insect repellents, anti-allergenic agents, enzymes, flame retardants, water proofing agents, fabric comfort agents, water conditioning agents, shrinkage resistance agents, stretch resistance agents, and mixtures thereof.

70. The method of claim 65, further comprising the step of placing the additive in dispensing means for subsequent dispensing during a wash and/or rinse cycle.

71. The method of claim 70, further comprising the step of adding water and/or fabric softener to the dispensing means.

72. The method of claim 71, wherein between about 5ml and about 150ml of water is added to the dispensing means.

73. The method of claim 65, wherein the additive composition is a solid.

74. The method of claim 65, wherein the additive composition is a capsule or pouch.

75. The method of claim 65, further comprising the step of providing information to a consumer to assist the consumer in selecting an additive composition that will provide a fabric care benefit that is desired by the consumer.

76. A method of identifying a system of laundry products to a consumer for their use in customizing the laundering of articles, the method comprising the steps of: collecting information from a consumer regarding a benefit or combination of fabric care benefits that are desired by the consumer; selecting a system of laundry products, said system being comprised of a detergent and/or fabric softener, and at least one unitized dose of a fabric enhancing additive composition having a fabric care active or mixture of actives that is between about 1% and about 99% of the composition, wherein the system is selected based upon the information collected from the consumer; and providing information to said consumer identifying the products which make up the selected system.

77. The method of claim 76, wherein information is collected from a consumer with the use of a computer.

78. A method for dispensing packaged laundry additive products for use by individuals in customizing a laundry solution so as to deliver a selected fabric care benefit, the method comprising the steps of: providing a supply of at least two different types of packaged fabric enhancing additives, each additive having a fabric care active or mixture of actives that is between about 1% and about 99% of the additive; and providing a dispensing device, the supply of fabric enhancing additives being housed within the dispensing device, the dispensing device being capable of allowing an individual to select one or more types of fabric enhancing additives and to remove the additives from the dispensing device.

79. An interactive method for dispensing a laundry additive for use by an individual in customizing a laundry solution so as to deliver a selected fabric care benefit, the interactive method comprising the steps of: providing a supply of a detergent and/or fabric softener and at least one fabric enhancing laundry additives, each additive having a fabric care active or mixture of actives that is between about 1% and about 99% of the additive composition; providing a dispensing device for dispensing from the supply of detergent and/or fabric softer and fabric enhancing laundry additive, the supply being housed within the dispensing device; conveying information to a consumer describing a suitable laundry system, the laundry system comprising a detergent and/or fabric softener and at least one fabric enhancing laundry additive, wherein the dispensing device allows a consumer to select and remove the detergent, fabric softener and one or more fabric enhancing additives from the supply housed within the dispensing device.

80. A merchandising display for use in a retail environment, the display comprising a supply of unitized doses of fabric enhancing additives, each additive having a fabric care active or mixture of actives that is about 1% to about 99% of the additive, each of said unitized doses having a weight between about 0.05g and about 60g; and information to assist a consumer in selecting a fabric enhancing additive for use in combination with a detergent, a fabric softener or other fabric enhancing additives to achieve a fabric care benefit desired by the consumer.

81. The display of claim 80, further comprising a supply of a detergent.

82. The display of claim 80, further comprising a supply of a fabric softener.

83 The display of claim 80, further comprising a computer for receiving information concerning one or more fabric care benefits from the consumer and identifying the fabric enhancing additives that the consumer should select to obtain the desired benefits.

84. A method of providing information concerning the fabric care needs of a fabric to a consumer, the method comprising the steps of identifying one or more fabric care actives or mixtures of actives that should be used in laundering a fabric; and providing information identifying the fabric care active with the distribution of the fabric or an article of clothing made from the fabric.

85. The method of claim 84, further comprising the step of associating a visual and/or tactile indicator with each type of active or mixture of active.

86. The method of claim 84, wherein each associated visual indicator is a different color.

87. The method of claim 84, wherein the information provided with the article of clothing comprises visual and/or tactile indicators associated with the actives or mixtures of actives to be used in laundering the article of clothing.

88. The method of claim 84, wherein the information provided with the article of clothing is printed on a label affixed to the article of clothing.

89. A perfume article for dispensing in a laundry wash and/or rinse bath solution, the composition comprising a perfume or mixture of perfumes that is between about 1% and about 99% of the additive composition and having less than about 5%, preferably less than about 3%, and even more preferably less than about 1% detergent surfactant and less than about 5%, more preferably less than about 3%, and even more preferably less than about 1% fabric softener active.

90. The perfume article of claim 89, further comprising an emulsifier.

91. The perfume article of claim 89, wherein the emulsifier is an ethoxylated alcohol.

92. The perfume article of claim 89, further comprising a surfactant.

93. The perfume article of claim 89, wherein the surfactant is selected from the group consisting of monoalkyl quaternary surfactants, dialkyl quaternary surfactants and mixtures thereof.

94. The perfume article of claim 89, wherein the ratio of surfactant to perfume is at least about 1:3.

95. The perfume article of claim 89, wherein the ratio of surfactant to perfume is between about 1:3 and about 1:1.

96. The perfume article of claim 89, further comprising a water soluble outer coating, the outer coating forming a capsule, tablet, or pouch enclosing the composition.

97. The perfume article of claim 96, wherein the outer coating is made of a material selected from the group consisting of hard gelatin, soft gelatin, polyvinyl alcohol, hydroxypropyl methylcellulose, polyvinyl pyrrolidone, sugar, sugar derivatives, starch, starch derivatives, effervescing materials, and mixtures thereof.

98. The perfume article of claim 89, further comprising a perfume binder.

99. The perfume article of claim 98, wherein the ratio of binder to perfume is at least about 1:3.

100. The perfume article of claim 98, wherein the ratio of binder to perfume is between about 1:3 and about 1:1.

101. The perfume article of claim 98, wherein the binder is a zeolite, starch derivative or mixtures thereof.

102. The perfume article of claim 89, further comprising a carrier material chosen from the group consisting of hard gelatin, soft gelatin, polyvinyl alcohol, hydroxypropyl methylcellulose, polyvinyl pyrrolidone, sugar, sugar derivatives, starch, starch derivatives, zeolites, effervescing materials, organo-silicone compounds and mixtures thereof.

103. The perfume article of claim 89, wherein the composition has a dissolution rate between about 0.5 and about 15 minutes in an aqueous solution at about 30°C.

104. The perfume article of claim 89, wherein the composition has a dissolution rate between about 0.5 and about 15 minutes in an aqueous solution at about 10°C.

105. An effervescent laundry article for dispensing in a laundry wash and/or rinse bath solution, the article comprising an additive composition having a fabric care active or mixture of actives that is between about 1% and about 99% of the additive composition and having less than about 5%, more preferably less than about 3%, and even more preferably less than about 1% detergent surfactant and less than about 5%, more preferably less than about 3%, and even more preferably less than about 1% fabric softener active, and an effervescent system, said article having a weight up to about 60g.

106. The article of claim 105, wherein the weight of the article is less than about 30g.

107. The article of claim 105, wherein the weight of the article is less than about 10g.

108. The article of claim 105, wherein the weight of the article is less than about 5g.

109. The article of claim 105, wherein the free water content is less than 5% by weight of the article.

110. The article of claim 105, wherein the article is free of an anti-encrustation or suspending polymers that have molecular weight average of more than 2000.

111. The article of claim 105, wherein the article is free of bleach actives.

112. The article of claim 105, further comprising a binder having a melting point of at least 30°C.

113. The article of claim 112, wherein the binder is polyethylene glycol.

114. The article of claim 105, further comprising a disintegration agent.

115. The article of claim 105, wherein the effervescent system is between about 5% and about 95% by weight of the composition.

116. The article of claim 105, wherein the active is at least about 5% of the additive composition.

117. The article of claim 105, wherein the active is at least 15% of the additive composition.

118. The article of claim 105, further comprising an emulsifier.

119. The article of claim 105, wherein the emulsifier is an ethoxylated alcohol.

120. The article of claim 105, wherein the fabric care active is a selected from the group comprising perfumes, bodying agents, drape and form control agents, smoothness agents, static control agents, wrinkle control agents, sanitization agents, disinfecting agents, germ control agents, mold control agents, mildew control agents, antiviral agents, anti-microbials, drying agents, stain resistance agents, soil release agents, malodor control agents, fabric refreshing agents, chlorine bleach odor control agents, dye fixatives, dye transfer inhibitors, color maintenance agents, color restoration/rejuvenation agents, anti-fading agents, whiteness enhancers, anti-abrasion agents, wear resistance agents, fabric integrity agents, anti-wear agents, defoamers and anti-foaming agents, rinse aids, UV protection agents, sun fade inhibitors, insect repellents, anti-allergenic agents, enzymes, flame retardants, water proofing agents, fabric comfort agents, water conditioning agents, shrinkage resistance agents, stretch resistance agents, and mixtures thereof.

121. The article of claim 105, wherein the composition further comprises a zeolite, cyclodextrin, starch, starch derivative, silica, talc, clay or mixtures thereof for containing or absorbing the active or mixture of actives.

122. The article of claim 105, wherein the article is in the form of a flexible foam, tablet, or extruded bead.

123. The article of claim 105, wherein the article has a longest dimension between about 1mm and about 20mm.

124. The article of claim 105, wherein the article is a solid and further comprises an outer coating.

125. The article of claim 105, wherein the article is a solid and further comprises a moisture barrier.

126. The article of claim 105, wherein the article has a dissolution rate between about 0.5 and about 15 minutes in an aqueous solution at about 10°C.

127. The article of claim 105, wherein the article has a dissolution rate between about 0.5 and about 3 minutes in an aqueous solution at about 10°C.

128. The article of claim 105, further comprising a visual and/or tactile indicator to assist in differentiating between actives.

125. The article of claim 105, wherein the article is a solid and further comprises a moisture barrier.